

ZONIN1821

PRESS RELEASE

VINITALY 2017: THE GROWING STRATEGIC ROLE OF ZONIN FAMILY ESTATES; A SUCCESSFUL INTERNATIONAL ATTITUDE AND A YOUNG AND SOCIAL SOUL

1. *Castello di Albola and Masseria Altemura impact on the wine scene with a positive brand awareness*

ZONIN1821 is proud of the high quality wines produced in the **Zonin Family Estates**. **Castello di Albola** - a pearl of beauty in Radda in Chianti, acquired by the Zonins in 1979 - can count definitively on an **authoritative and consolidated brand awareness**, with an interesting performing trend proven in 2016 by a **+ 25% of sales volume**. After being included in 2015 in **Wine Spectator Top 100 Wine List**, as n.46 with Chianti Classico 2011 as the only Chianti Classico in the list, Castello di Albola is getting positive feedbacks from wine experts, like 93 points with Il Solatio 2012 from James Suckling; 93 points with Gran Selezione 2013 from Robert Parker and 94 points with Acciaiole 2011 from Wine Spectator. Great ratings by the most important wine critics translate on Castello di Albola wines showcased at prestigious events like **Opera Wine 2017 - Finest Italian Wines, 100 Wine Spectator Great Producers** in Verona (April 8th); **Robert Parker's Matter of Taste** in London (always April 8th) and **Wine Spectator Grand Tour** (May 6th Las Vegas; May 9th Chicago; May 12th Miami).

Going South, thanks to **Masseria Altemura** passionate commitment, we enjoy an impressive Primitivo international popularity, that makes the Zonin Salento estate emerge as an **excellence peak** in the Apulian wine producers scene, demonstrated by a **sales growth of the +10** and an interesting distribution in **64 countries**. Well appreciated for its red wines – like our **Sasseo**, Apulia is now achieving great success with its charming whites, too. As an example of this, Masseria Altemura Fiano del Salento was listed in London Zuma restaurant. To make the best of white wines from Apulia and prove their potential, at Vinitaly we launch **Saliente**, a bright Falanghina sparkling, together with the Sicilian **Neroluce**, a Nero d'Avola sparkling from Feudo Principi di Butera.

Our **Prestigious Account Division** - born in 2013 to support the awareness of Zonin Estates quality wines throughout the best restaurants and top venues of the world – did a big job: in less than 4 years more than **1200 guests among top sommeliers, chef and press** were involved in its **Epicurean project**, composed by **Sommelier Themed Lunches** - social and enjoyable gatherings where guests discuss an interesting wine related theme in a relaxing atmosphere and in a prestigious venue and **Gastronomy Experiences** - itineraries for discovering the top-quality and most typical flavours of Italy, through exciting activities that range from professionally-organized blind tastings to unique and exclusive visits to the makers of Italian hand-crafted products. Our guests enjoy a unique food and wine experience in Italy simulating a gastronomy menu from “primo” to “dolce”. In 2017 we introduce our first Gastronomy Experience in **Friuli**, in the light of the success we had in **Sicily, Puglia and Tuscany**. We are pleased our Tuscan Gastronomy Experience, involving Castello di Albola expertise, has been acknowledged by the prestigious **Drinks International Wine Tourism Awards 2017 for the Best Food and Wine Matching Experience**. The Drinks International Wine Tourism Awards aim at recognising the estates that successfully implement wine tourism to support their main focus of wine making. The international judging panel commented on us being the winner in the category for Food & Wine Matching Experience: “*It's all about the region and the identity. It's very well thought through. It's a really rich, in depth, and all day experience*”.

2. *Zonin brand wines consolidate their leading position and conquer new international markets*

Rooted in the Veneto territory, Zonin is ZONIN1821 historic wine brand, well known all over Italy and abroad, recognized as the Italian brand leader in the premium segment and appreciated for its well-finished and distinctive image. After an in depth study on the restyling of the brand – evolved in a more contemporary and elegant one, we decided to renovate **Zonin brand essence**, now “**Zonin, your most loved Italy**”, that symbolizes the representativeness of Zonin in the production of Italian quality wines. At Vinitaly ZONIN1821 presents the **new Zonin Prosecco 1821 pack** too, a smart and fresh evolution for one of the Zonin brand symbols.

Zonin Prosecco 1821 confirms to be a market leader all around the world, with a special mention to the **Australian, US, UK and German markets**. This year we performed very positively in **Finland** and **Norway**, as well as in **Canada** (together with Ripasso), **Brasil** and **Mexico**.

Beside Prosecco, **Zonin Amarone della Valpolicella** and **Zonin Ripasso della Valpolicella** can count on a **double digit increase of sales** in all the international markets.

ZONIN1821

In **Europe** Zonin wines demonstrate a solid appeal and **Germany** is the first market where we've recently introduced an elegant and contemporary **packaging restyling** for Zonin **"I Classici"**, that communicates high value and exclusivity without compromising the shelf visibility of the wines.

Although **Asia** is not yet significant in terms of volumes, it shows a great potential of growth for Zonin wines, with an important focus on **Japan, Korea** and **China**. In the Asian markets we've just launched **Ventiterre wine project**. The name Ventiterre (literally "20 lands") evokes the number of Italy's Regions, as well as our country's vast variety of soils, each of which produces wines with unique and distinctive aromas and flavors.

3. *A young team communicates our wine culture through a dynamic use of the social media*

ZONIN1821 intends to serve as a **reference point for the promotion of wine culture** especially **towards the youngsters**, the potential consumers and wine lovers of the future. Thanks to a young creative team with a deep expertise on social media, this has given rise to the **#winetomany** project, which at Vinitaly 2017 celebrates its fourth edition: a hub of creativity and an assembly of young talents that are fundamental for describing and promoting wine around the world, through social networks.

In 2014, during #winetomany first edition, a wine and food bloggers round-table was organized to discuss the wine communication state of the art and the opportunities to make it more contemporary; 2015 edition was dedicated to web designers and 2016 to storytelling. Every year a panel of experts chooses an aspirant professional for an **internship in/collaboration with ZONIN1821**.

For this year edition, we'll focus on **waiting service**, for its key role in the wine communication. A winner will be selected among under-30 culinary institutes students, who have been interviewed on waiting service (reception, mise en place, wine list, etc.) by a jury consisting of Francesco Zonin, food producers, maîtres of "Noi di Sala" association. The winner, awarded at the ZONIN1821 stand, will have the opportunity to work for a period in a Michelin Star restaurant and then in one of the Zonin Family Estates to deepen her/his wine education.

Apart from the prize-giving for #winetomany, the ZONIN1821 team wants to **involve and entertain guests during Vinitaly**, stimulating social buzz:

- On Sunday 9th April, from 6 pm to 9 pm – or, as we say in Italian, from 18 to 21, ZONIN1821 will be the protagonist and organizer of a "chillax" (chill out + relax) aperitive party at Palazzo Verità Poeta in Verona. Entitled **#wineislove**, it is devoted to wine lovers, with a food experience by the Roman Michelin Star Chef Luciano Monosilio from Piperò restaurant and a DJ set by Andrea Gori - wine blogger and sommelier - aka Burde DJ.
- On Monday 10th April, at Vinitaly Palaexpo, Sala Gialla, the Michelin star Chef Cristina Bowerman will introduce to ZONIN1821 guests a **#gastronomyexperience**, through two cooking shows at 12.30 pm and 1.30 pm with her charming dishes paired with our wines.
- Last but not least, on Tuesday 12th, always at Vinitaly Palaexpo, Sala Gialla, guests will be welcome for another tasty aperitivo, **Sparkling & Pizza**, where three famous pizza chefs Enzo and Cristiano Piccirillo and Gianfranco Iervolino from 5 pm will match their authentic "pizza napoletana" with our Mediterranean sparkling wines, in a relaxing and enjoyable atmosphere.

All of the events and activities will be broadcasted in real time on the official ZONIN1821 social accounts throughout the days of the fair (#zonin1821; #albola; #roccadimontemassi; #masseriaaltemura; #feudobutera).

*In 2016 ZONIN1821 production reached **50,2 million bottles**, with a company's total sales volume that closed at **193 million €**, the **85% of them represented by export figures** (most significant markets are UK, USA, Italy, Germany and Australia). Proud of these results, the Zonin Family company is pleased to welcome guests:*

@VINITALY in Verona 9_12 April 2017 > Pavillion 4, Stand F5.
@CIBUS CONNECT in Parma 12_13 April 2017 > Pavillion 5, Stand I 017.
@TFWA Asia Pacific in Singapore 7_11 May 2017 > Stand C6.
@VINEXPO in Bordeaux 18_21 June 2017 > Hall 1, Stand DE 119.
@TFWA World Exhibition in Cannes 2_7 October 2017 > Blue Village, Stand F4.

For information:

Alessandra Zambonin - Press & Communication Manager – alessandra.zambonin@zonin.it - tel. +39 0444 640 290 / + 39 348 9900019